

# A GOSSARD CORSET

For Every Woman  
Wonderful Gossards!

**T**O see the wonderful new Gossard Corsets designed for Fall is to involuntarily stop and marvel.

Years of concentrated effort in the manufacture of the celebrated Gossard Corsets have resulted in the production of these wonderful garments. Gossard corsets have arrived at their greatest excellence; have achieved their highest effect in contributing to the beauty and loveliness of women.

This season an array of materials, fabrics and trimmings of rare beauty, daintiness and durability such as have never been used before have been cut and wrought into the wondrous designs, which only Gossard originates.

Can we promise you a greater boon than perfect health and priceless comfort? For these Gossards are carefully and skillfully designed and that woman who fails to wear one this season misses her opportunity to improve her figure to its utmost in beauty and contour. Expert graduate corsetieres from the Gossard school of corsetry are here to serve you.

—(Fourth Floor)

Select the Gossard Designed for Your  
Figure Type---At The Price You Wish To Pay

There Are Nine Ideal Figure Types  
Which Is Yours?

ONE of the types illustrated is a counterpart of yourself correctly corseted, and this desirable result is only obtained through the wearing of the Gossard model especially designed for

your particular figure. Graduate corsetieres, trained in the Gossard school, assist in selecting the corset, if desired, or in fitting it, if you prefer.

—(Fourth Floor)

## Ideal Average Figure See Illustration

WE carry an exceptionally complete stock of models for this type—over thirty, in fact. We recommend especially model 241 at \$2.00 and model 574 at \$5.00. Others at the price you wish to pay—from

**\$2.00 To \$35.00**

## Ideal Tall, Slender Figure

BECAUSE the tall, slender figure is so difficult to fit comfortably, Gossard has designed special numbers for this type, lightly boned over the hips and combining, most delightfully, the advantages of comfort and style. Models 263 and 66 are especially good at \$2.50 and \$6.50 respectively—these being, of course, supplemented by a number of other models in a variety of materials and prices.

## Ideal Short, Slender Figure

SHORT, slender women will find in the models designed for them a priceless comfort in the free modeling of the hips, in the light and pliant materials used, in the gentle molding of the waist to a more perfect line—giving the appearance of a fuller bust. Our stock will care for the needs of this figure at prices ranging from \$2.00 to \$35.00.

## Ideal Tall, Heavy Figure

GOSSARD designers have shown infinite skill in corseting the tall, heavy figure, distributing the flesh, supporting the full bust and abdomen, reducing the hips and molding the whole figure to slimmer lines, giving the appearance of greatly reduced weight. There are thirty special models designed for this type, at prices ranging from \$2.00 to \$35.00.

## Ideal Short, Heavy Figure

THE smaller waist silhouette, so greatly to be desired in the short, heavy figure, can readily be attained in the Gossards designed for this type. These models support the flesh at the back so that it always rests in the corset, and eliminates the broken figure line at the bust so commonly seen in figures of this type. Garments for this figure are carried in our stock in a complete run of fabrics, styles and prices.

## Ideal Large-Above-the-Waist Figure

THE typical French figure which is large above the waist, may be fitted in a variety of Gossard models, each of which cleverly accents its charms. Ample fullness at the back confines the full shoulder blades and gracefully curves the bust into a smartly defined waistline. Models for this figure are available from our stock at prices from \$2.00 to \$35.00.

## Ideal Large-Below-Waist Figure

WOMEN who are large below the waist do not require made-to-order corsets since Gossards came. These scientifically designed models confine and reduce the thighs, distributing the flesh in better proportion and giving the appearance of a fuller bust. Elastic inserts allow the long skirt to give freely to the movements of the body. Our corsetieres can fit you at the price you wish to pay.

## Ideal Short-Waisted Figure

MANY a woman's figure, otherwise perfect, is marred by a too short waist. These new Gossard long-gored, cleverly cut models have eliminated worry for women of this type—they are marvels of perfection in both materials and design, and provide most cleverly an improvement in the short-waisted figure. We have these models in fabric and at every price.

## Ideal Curved-Back Figure

THE curved-back figure needs a corrective corset. Gossard has designed for this figure a complete selection of models in a variety of prices, each of which will accomplish a reduction of the lower back without undue pressure or restraint. If your figure requires a corrective corset our graduate corsetieres will be more than pleased to serve you.

## Gossard Misses' and Junior Models

IT is essential that the growing girl be correctly corseted during those important years of development which lie between girlhood and womanhood. Insure her height by guarding her width—provide for her figure-future by starting her now in a scientifically designed Gossard Misses' or Junior model, moderately priced at from \$1.50 to \$2.50.

"A Gossard Front Lace Corset Is So Easy To Put On"

The El Paso Home  
of The Gossard  
Corset

*The Popular*  
DRY GOODS CO. INC.

We Make A Special-  
ty of Medical  
Fittings

Corner Mesa Ave. @ San Antonio St. Mail @ Phone Orders Filled Promptly

